

Rep Order# 6825828 Ver# 2 Status Returned

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

1 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/12-10/12	2	1	2	\$800.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/15-10/15	2	1	2	\$800.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/16-10/16	2	1	2	\$800.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/17-10/17	2	1	2	\$800.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/18-10/18	2	1	2	\$800.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/12-10/12	2	1	2	\$1,450.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/15-10/15	2	1	2	\$1,450.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/16-10/16	2	1	2	\$1,450.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/17-10/17	2	1	2	\$1,450.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/18-10/18	2	1	2	\$1,450.00	
	11	F	7A-9A	TODAY SHW	:30	\$900.00	10/12-10/12	4	1	4	\$3,600.00	
	12	M	7A-9A	TODAY SHW	:30	\$900.00	10/15-10/15	4	1	4	\$3,600.00	

Rep Order# 6825828 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

2 of 8

Station KSNV-TV LAS VEGAS, NV.

Advertiser () N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2603

Buyer Ben Angle

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2603

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU	7A-9A	TODAY SHW	:30	\$900.00	10/16-10/16	4	1	4	\$3,600.00	
	14	W	7A-9A	TODAY SHW	:30	\$900.00	10/17-10/17	4	1	4	\$3,600.00	
	15	TH	7A-9A	TODAY SHW	:30	\$900.00	10/18-10/18	4	1	4	\$3,600.00	
	16	SA	6A-7A	NW3 AT SUNRISE	:30	\$375.00	10/13-10/13	2	1	2	\$750.00	
	17	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/13-10/13	4	1	4	\$2,500.00	
	18	SU	6A-7A	NW3-SUNRS WKND	:30	\$375.00	10/14-10/14	2	1	2	\$750.00	
	19	SU	7A-8A	SUN TODAY	:30	\$500.00	10/14-10/14	2	1	2	\$1,000.00	
	20	F	9A-10A	TODAY SHW2	:30	\$425.00	10/12-10/12	2	1	2	\$850.00	
	21	M	9A-10A	TODAY SHW2	:30	\$425.00	10/15-10/15	2	1	2	\$850.00	
	22	TU	9A-10A	TODAY SHW2	:30	\$425.00	10/16-10/16	2	1	2	\$850.00	
	23	W	9A-10A	TODAY SHW2	:30	\$425.00	10/17-10/17	2	1	2	\$850.00	
	24	TH	9A-10A	TODAY SHW2	:30	\$425.00	10/18-10/18	2	1	2	\$850.00	
	25	F	10A-11A	TODAY SHW3	:30	\$325.00	10/12-10/12	2	1	2	\$650.00	
	26	M	10A-11A	TODAY SHW3	:30	\$325.00	10/15-10/15	2	1	2	\$650.00	
	27	TU	10A-11A	TODAY SHW3	:30	\$325.00	10/16-10/16	2	1	2	\$650.00	
	28	W	10A-11A	TODAY SHW3	:30	\$325.00	10/17-10/17	2	1	2	\$650.00	
	29	TH	10A-11A	TODAY SHW3	:30	\$325.00	10/18-10/18	2	1	2	\$650.00	

Rep Order# 6825828 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

3 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6340
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	F	11A-12P	RACHAEL RAY	:30	\$325.00	10/12-10/12	2	1	2	\$650.00	
	31	M	11A-12P	RACHAEL RAY	:30	\$325.00	10/15-10/15	2	1	2	\$650.00	
	32	TU	11A-12P	RACHAEL RAY	:30	\$325.00	10/16-10/16	2	1	2	\$650.00	
	33	W	11A-12P	RACHAEL RAY	:30	\$325.00	10/17-10/17	2	1	2	\$650.00	
	34	TH	11A-12P	RACHAEL RAY	:30	\$325.00	10/18-10/18	2	1	2	\$650.00	
	35	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/12-10/12	1	1	1	\$325.00	
	36	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/15-10/15	1	1	1	\$325.00	
	37	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/16-10/16	1	1	1	\$325.00	
	38	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/17-10/17	1	1	1	\$325.00	
	39	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/18-10/18	1	1	1	\$325.00	
	40	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	41	SU	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	42	SU	930A-10A	CHRIS MATTHEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	43	F	3P-4P	DR. PHIL	:30	\$450.00	10/12-10/12	2	1	2	\$900.00	
	44	M	3P-4P	DR. PHIL	:30	\$450.00	10/15-10/15	2	1	2	\$900.00	
	45	TU	3P-4P	DR. PHIL	:30	\$450.00	10/16-10/16	2	1	2	\$900.00	

Rep Order# 6825828 Ver# 2 Status Returned

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

5 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*61	W	7P-730P	JEOPARDY	:30	\$1,300.00	10/17-10/17	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP AIRS 630-7P											
	*62	TH	7P-730P	JEOPARDY	:30	\$1,300.00	10/18-10/18	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP AIRS 630-7P											
	*63	F	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/12-10/12	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*64	M	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/15-10/15	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*65	TU	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/16-10/16	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*66	W	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/17-10/17	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*67	TH	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/18-10/18	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*68	SA	630P-7P	NEWS 3	:30	\$425.00	10/13-10/13	1	1	1	\$425.00	
	Station Remark: V2 NOT NA - PROGRAM AIRS 730-8P											
	*69	SA	7P-8P	JEOP/WHEEL	:30	\$525.00	10/13-10/13	2	1	2	\$1,050.00	
	Station Remark: V2 NOT NA - JEOP/WHEEL 630-730P											
	70	M	8P-10P	THE VOICE	:30	\$4,000.00	10/15-10/15	1	1	1	\$4,000.00	
	71	W	9P-10P	L&O:SVU	:30	\$3,000.00	10/17-10/17	1	1	1	\$3,000.00	
	72	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/17-10/17	1	1	1	\$3,200.00	
	73	F	8P-9P	WHO ARE YOU?	:30	\$1,700.00	10/12-10/12	1	1	1	\$1,700.00	

Rep Order# 6825828 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

6 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	74	F	9P-10P	GRIMM-NBC	:30	\$3,000.00	10/12-10/12	1	1	1	\$3,000.00	
	75	SA	9P-10P	PRIME-SAT-NBC	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	76	SA	10P-11P	L&O SVU-SA-NBC	:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	
	77	SU	4P-515P	FTBL NITE AMR	:30	\$2,500.00	10/14-10/14	1	1	1	\$2,500.00	
	78	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	10/14-10/14	2	1	2	\$20,000.00	
	79	SU	830P-930P	NWS3 LIVE-PRIME	:30	\$1,600.00	10/14-10/14	2	1	2	\$3,200.00	
	80	F	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
	81	M	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	
	82	TU	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/16-10/16	1	1	1	\$1,200.00	
	83	W	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/17-10/17	1	1	1	\$1,200.00	
	84	TH	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
	85	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	10/13-10/13	2	1	2	\$2,200.00	
	86	F	1135P-1235A	TONITE SHW	:30	\$500.00	10/12-10/12	2	1	2	\$1,000.00	
	87	M	1135P-1235A	TONITE SHW	:30	\$500.00	10/15-10/15	2	1	2	\$1,000.00	
	88	TU	1135P-1235A	TONITE SHW	:30	\$500.00	10/16-10/16	2	1	2	\$1,000.00	

Rep Order# 6825828 Ver# 2 Status Returned

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

7 of 8

Station KSNV-TV LAS VEGAS, NV.

Advertiser () N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2603

Buyer Ben Angle

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2603

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	89	W	1135P-1235A	TONITE SHW	:30	\$500.00	10/17-10/17	2	1	2	\$1,000.00	
	90	TH	1135P-1235A	TONITE SHW	:30	\$500.00	10/18-10/18	2	1	2	\$1,000.00	
	91	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	10/13-10/13	2	1	2	\$2,800.00	
	92	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 163 / \$147,725.00

---SALES MONTHLY TOTALS---

Oct 12: 163 / \$147,725.00

Sales Totals: 163 / \$147,725.00

Station Totals: 163 / \$147,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$399,257

CATV	0%	KBLR	0%	KINC	0%	KLAS	22%	KSNV	37%
KTUV	15%	KTUD	0%	KVCW	1%	KVMY	3%	KVVU	22%
XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES BASED ON ALL 5 ORDERS

Books NOV12
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE

Rep Order# 6825828 Ver# 2 Status Returned

Traffic Order# 103288

Printed: 06/22/2012 8:36 AM
Last Received: 06/19/2012 7:34 AM
Showing Buylines: All Lines

8 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845